



September 20, 1984

Mr. Phil Butler, Grucci Family
Director of Sales
New York Pyrotechnic Products Co., Inc.
Association Road
Bellport, L.I., NY 11713

Dear Phil:

I trust this letter will find you relaxed and well after your trip to Portland. I must say the city will not soon forget your visit.

I want to express my sincere thanks for providing us with the opportunity to tie-in with your performance on Saturday, September 15 at Waterfront Park. Needless to say, the entire staff here at KCNR was thoroughly impressed with the way your organization is constructed and with your smoothness of operation. I recognize that there were areas that were somewhat "gray" and some details that were not clearly defined, but overall I know the event was a huge success for all concerned.

In the event you return to Portland in 1985, KCNR would like to continue to promote the event exclusively. Here is what we will do:

- Promote the event on-air with a minimum of 40 promotional announcements;
- Coordinate and provide phone lines and communication concerning all phases of simulcasting & fireworks firing;
- Simulcast the broadcast on KCNR FM;
- Provide sound system in Waterfront Park for the evening^(W) of the event, including up to six (6) speaker set-ups;
- Interviews, news coverage of the Grucci Family;
- Provide signage throughout Waterfront Park;
- Create a pre-fireworks event at the Park as a draw for the crowd;

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- Begin planning with you for Grucci/KCNR tie-in as early as 12 months in advance.

Phil, let me again say how excited we are to have been involved in this first time event in Portland. Even more important, we want to be your station for 1985. Looking forward to hearing from you soon. Thank you for your consideration.

Very truly yours,



Desiree M. Brown
Promotions Director

cc: Leonard Saffir, R. Weiner, Inc.
Norman Gollub, Autumnfest
Tom Farley, KCNR
Dave McDonald, KCNR

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